line 8, delete "Philippe P. Piernot" and
substitute --David P. Reed--;

line 9, delete "Todd A. Agulnick" and
substitute --Golan Levin--;

line 10, delete "Sally N. Rosenthal" and
substitute --Marc E. Davis--;

line 11, delete "Giles N. Goodhead" and
substitute --Sally N. Rosenthal--;

line 25, after "does", insert --,--.

At page 8, line 25, after "content data" (second
occurrence), insert --update--;

line 27, after "the" (first occurrence), insert
--content data--.

At page 14, line 3, after "data", insert --that--;

line 17, after "segments,", insert --or--.

At page 33, line 29, after "instructions", insert --330--.

IN THE DRAWINGS

Applicants request permission to amend FIG. 3B as indicated
in red on a copy of FIG. 3B as originally filed that is enclosed
with this Response to Office Action.

IN THE CLAIMS

Please amend the claims as follows:

1.   (Amended) A system for engaging the peripheral
attention of a person in the vicinity of a display device <u>of an
apparatus</u>, comprising:

- 2 -